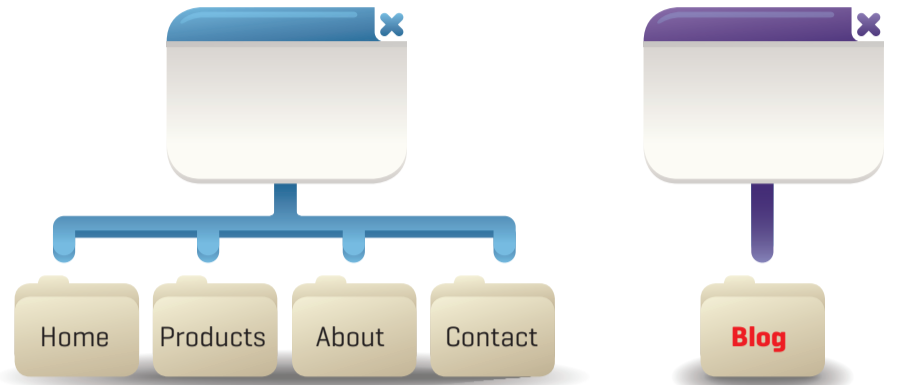
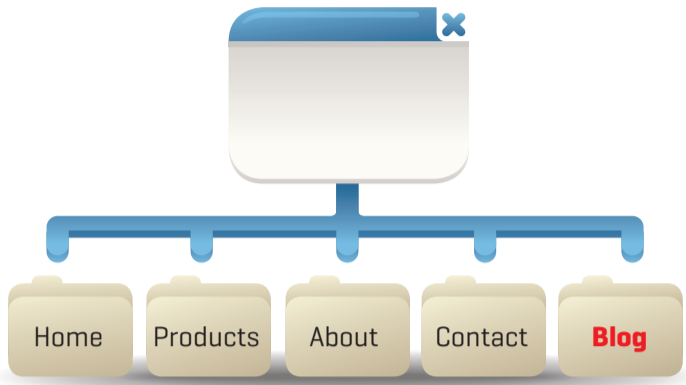


SUBDIRECTORY VS. SUBDOMAIN

Which is best for hosting your blog?

yourdomain.com/blog or **blog.yourdomain.com**



✓ Use a subdirectory:

- Static site 
- High-rank site 
- New blog 
- Related blog 

✓ Use a subdomain:

- Unrelated blog 
- High-rank site & blog 
- Want to sell ads or site 
- eCommerce 

Advantage: Synergy

- Links all point to one domain
- Content updates help both
- Improved usability
- Simpler analytics

Advantage: Separation

- Unique branding
- Separate analytics
- Appear 2 times in SERPs
- Security



Inbound Links: Mentions • Blogs • Directories • Forums • Bookmarks • PR • Answers • Reviews